Rep Order# 6813893 EC'd No

Ver# 5 Status Revised

Traffic Order# 766665

Printed: Last Received: Showing Buylines: All Lines

05/23/2012 9:57 AM 05/23/2012 9:04 AM

1 of 4

Station WUPW-TV TOLEDO, OH.

Advertiser () .US CHAMBER OF CMRC Product US CHAMBER

Estimate# 435

Buyer Phone# Fax#

Scott Kahn

Agency) MEDIA AD VENTURES

8136 OLD KEENE MILL ROAD, S#A-300 SPRINGFIELD, VA 22152

Agency C/P1/P2/E

106/120/435

Flight Dates

05/07/2012 - 05/20/2012

Hiatus Weeks

Rep Firm

Sales Office (Salesperson (

) PHILADELPHIA) ANJIE BRADY

Salesperson Phone# Salesperson FAX#

215-567-6005 215-567-5938

--- CONTRACT COMMENT ---

SC=4

-- REMARKS ---

VER 5 ISSUED TO CXL SPOTS N/A LN'S 8 & 15 W/MKGD'S LN'S 19-20; REV TP LN'S 11 & 16-18 CONTRACT TOTAL REMAINS \$6260 PLS CONFIRM ASAP THANKS ANJIE FOR ANGELA

т.т	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-F	10A-11A	MAURY POVICH	:30	\$50.00	 05/07-05/11	3	 1	3	\$250.00	-
		Buyline Comment: CXL 1X N/A W/O 5/14\$50 CREDIT					05/14-05/18	2	1	2		
	2	M-F	4P-5P	ANDERSON COOPER	:30	\$50.00	05/07-05/11	3	1	3	\$250.00	
		Buyl:	ine Comment	: CXL 1X N/A W/O 5/14\$50 CREDIT			05/14-05/18	2	1	2	2230,00	
	3	M-F	630P-7P	FOX TOLEDO NEWS @ 630PM	:30	\$60.00	05/07-05/11	3	1	3	\$300.00	
		Buyli	ine Comment	: CXL 1X N/A W/O 5/14\$60 CREDIT			05/14-05/18	2	1	2		
	4	M-F	/P-730P	THE OFFICE	:30	S80.00	05/07-05/11	3	1	3	\$400.00	
		Buylí	ne Comment	: CXL 1X N/A W/O 5/14\$80 CREDIT			05/14-05/18	2	1	2	+100100	
	5	M-F	730P-8P	HOW I MET YOUR MOTHER	:30	\$80.00	05/07-05/18	3	2	6	\$480.00	
	6	М	9P-10P	HOUSE	: 30	\$400.00	05/14-05/14	1	1	1	\$400.00	
	7	TH	8P-9P	IDOL	:30	\$1,250.00	05/10-05/10	1	1	1	\$1,250.00	

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						Buyines. All Lines								
Advertiser Product		WUPW-TV TOLEDO, OH. ().US CHAMBER OF CMRC US CHAMBER 435 Scott Kahn			8136 O) MEDIA AD VENTURES OLD KEENE MILL ROAD, S#A-300 NGFIELD, VA 22152 /E 106/120/435 05/07/2012 - 05/20/2012			Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY					
					Flight Dates Hiatus Weeks				Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938			
	Ln	Day 	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
	*8	SA Buyling Sales Rema V5 More th	8P 9P Comment: ark: V	COPS CXL DUE N/A 5 CXL DUE N/A		:30	\$175.00	05/12-05/12	0	0	0	\$6.00		
	9	SA	630P-11P	NASCAR		:30	\$950.00	05/12-05/12	1	1	1	\$950.00		
	10		10P-11P comment:	FOX TOLEDO NEWS @ 10 CXL 1X N/A W/O 5/14.		:30	\$1/5.00	05/07-05/11 05/14-05/18	3 2	1 1	3 2	\$875.00		
,	*11	SA Buyline Sales Rema V5 More th	Comment: rk: V	FOX TOLEDO NEWS SATUR REVISE TIME PD DUE M REVISE TIME PD DUE N changed	LB	:30	\$175.00	05/12-05/12	1.	1	1	\$175.00		
1	.2	SU	10P-1030P	FOX TOLEDO NEWS SUNDA	Y @ 10PM	:30	\$175.00	05/13-05/13	1	1	1	\$175.00		
1	.3		11P-1130P Comment:	SEINFELD CXL 1X N/A W/O 5/14.	S60 CREDIT	:30	\$60.00	05/07-05/11 05/14-05/18	2 1	1	2 1	\$180.00		
1	4			THE OFFICE		:30	\$60.00	05/07-05/18	2	2	4	\$240.00		
*	15		Comment: k: V5	THE CLOSER CXL DUE N/A CXL DUE N/A changed		:30	\$25.00	05/12-05/12	0	0	Ü	\$0.00		
*:	16		'k: ∇5	REVISE TIME PD DUE ML REVISE TIME PD DUE M	В	:30	\$50.00	05/12-05/12	1	1	1	\$50.00		

Rep Order# 6813893 Ver# - 5 Status Revised Traffic Order# 766665 Printed: 05/23/2012 9:57 AM EC'd No 3 of 4 Last Received: 05/23/2012 9:04 AM

05/13-05/13

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\$25,00

Showing Buylines: All Lines

Station WUPW-TV TOLEDO, OH. Agency) MEDIA AD VENTURES Rep Firm Advertiser ().US CHAMBER OF CMRC 8136 OLD KEENE MILL ROAD, S#A-300 Sales Office (Product US CHAMBER) PHILADELPHIA SPRINGFIELD, VA 22152 Salesperson (Estimate# 435) ANJIE BRADY Agency C/P1/P2/E 106/120/435 Buyer Scott Kahn Flight Dates 05/07/2012 - 05/20/2012 Phone# Salesperson Phone# 215-567-6005 Hiatus Weeks Fax# Salesperson FAX# 215-567-5938 LT Ln Day Time Program Len Rate Dates Spots/Week # of Total Total Cost Daypart Weeks Spots ____ ------____ --------**-***17 SA -----12A-1A HELL'S KITCHEN :30 \$35.00 05/12-05/12 1 1 1 Buyline Comment: REVISE TIME PD DUE MLB \$35.00 Sales Remark: V5 REVISE TIME PD DUE MLB V5 More than 2 codes changed *18 SJ 1030P-11P LEADING EDGE :30 \$50.00 05/13-05/13 1 1 1 \$50.00 Buyline Comment: REVISE PRGM Sales Remark: V5 REVISE PRGM V5 Program Name Change, Comment Changed *19 SA 1230P-4P FOX SATURDAY BASEBALL :30 \$175.00 05/12-05/12 1 1 \$175.00 Buyline Comment: MKGD FROM LN 8 Sales Remark: V5 MKGD FROM LN 8 V5 Added *20 SU 9A-10A FOX NEWS SUNDAY

\$25.00

--- REPORT TOTALS---

Report Totals: 48 / \$6,260.00

Sales Remark:

V5 Added

Buyline Comment: MKGD FROM LN 15

V5 MKGD FROM LN 15

--- SALES MONTHLY TOTALS---

May 12: 48 / \$6,260.00 Sales Totals: 48 / \$6,260.00 Station Totals: 48 / \$6,260.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$104,333 CATV 0.8 WNGT 0% WNWO 4% WTOL 49% WTVG 41% WUPW 6%

:30

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Station WUPW-TV TOLEDO, OH.

Advertiser () US CHAMBER OF CMRC ÙS CHAMBER

Product

Estimate# 435 Buyer

Scott Kahn

Phone# Fax#

--- COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books

NOV10, MAY11, ENOV11

Demos

RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

) MEDIA AD VENTURES Agency

8136 OLD KEENE MILL ROAD, S#A-300

SPRINGFIELD, VA 22152 Agency C/P1/P2/E 106/120/435

Flight Dates 05/07/2012 - 05/20/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY

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Salesperson Phone# 215-567-6005 Salesperson FAX# 215-567-5938